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***PM USA's Continuing Efforts to  
Reduce the Harm Caused by Cigarette Smoking:  
Research, Development & Engineering***

***Media Action Network Conference  
Richmond, October 19, 2004***

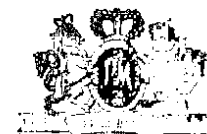
***Dr. Roger A. Walk  
Research, Development & Engineering  
Philip Morris USA***

*Revised by Siga<sup>1</sup>  
Actually given*

PM3006513946

## *Reducing harm from cigarette smoking*

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- We and others believe it's possible to reduce the harm from smoking.
- There is no safe cigarette.
- To reduce health risks of smoking, quitting is the best option.
- Many adults continue to smoke.
- Reducing harm caused by smoking is a priority of PM USA.
- Potential reduced exposure/risk products (**PREPs**) and technologies may contribute to harm reduction.
- Progress towards harm reduction calls for objective evaluation and responsible communication to consumers.

## ***PM USA follows Institute of Medicine (IOM) principles and sound science***

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- **Strongly support legislation to give the FDA comprehensive, meaningful and effective authority to regulate tobacco products, including the regulatory principles recommended by the IOM.**
- **Our approach to develop and market PREP products/technologies uses:**
  - **Institute of Medicine (IOM) principles**
  - **Sound scientific judgment**
  - **Quality assurance and validation**
  - **Ongoing dialogue with the public health and scientific communities**



## ***Key input – IOM report<sup>1</sup>***

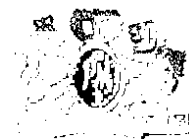
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- IOM is part of the **US National Academy of Sciences**.
- Committee charged with formulating scientific methods and standards by which PREPs could be evaluated.
- Report sponsored by US **Food and Drug Administration (FDA)**.
- Report recommends eleven principles to govern the regulation of PREPs.

<sup>1</sup> Stratton et al. eds., **Clearing the smoke: Assessing the science base for tobacco harm reduction**. National Institutes of Health, Institute of Medicine, Washington, D.C.: National Academies Press; 2001.

# ***Responsible communication***

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Communication of the quality and quantity of changes to our products will require different communications to the scientific community and consumers.

## ***PM USA current plans re PREPs***

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- Continue to evaluate products utilizing SCoR and EHCSS technology to determine whether they meet the Institute of Medicine (IOM) criteria for substantiation of reduced exposure claims.
- Continue to evaluate how best to communicate scientifically substantiated reduced exposure claims to adult smokers clearly and in a manner that is not “false or misleading”.
- In the interim, test market products utilizing SCoR technology to gauge adult smoker acceptance of taste/flavor without reduced exposure claims (similar to ongoing testing of EHCSS technology).

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